

MEDIA PLAN

Client:

Helena CVB

Date:

November 18, 2008

Subject:

FY09 Consumer Magazine

Job No.:

275-700

FINAL APPROVED



Publication	Issue	Creative	Ad Size	Distribution Region	Circulation	Cost	CPM	Deadlines				RS	Editorial	Negotiated Bonus	Added-Value
								Space	Material	On Sale					
Good Housekeeping Co-op	April	Hiking	1/6-pg 4C V	13 Western States	840,000	\$ 6,415	\$ 7.64	12/5	12/12	3/18	Yes	Travel MT Co-op section	Advertorial text in section Listing and hotlink on ghtravel.com for two months	\$1,000	
Madden Pre-Print Insert Co-op	March 29, 2009	Hiking	1/4 pg 4C	Custom Circulation Alberta, MN, ND, Chicago, Seattle	700,000	\$ 4,912	\$ 7.02	1/2	1/9	3/29	Yes	Travel Montana Newspaper Insert Co-op	Insert promotion w/I HTML email distributed to 50,000 vacationfun.com opt-in subscribers Vacationfun.com to run search term promotional campaign Insert promotion in ezine pub created by vacationfun.com	\$1,500	
VIA- AAA Idaho/Oregon	May/June	Hiking	4" 4C TD	Idaho/Oregon	420,000	\$ 2,365	\$ 5.63	2/13	2/19	5/1	Yes	Discover Summer Fun	Hotlink for one month and oneadditional month of reader service	\$300	
Outside	May	Fishing	1/6 pg 4C TD	Full Circulation	675,000	\$ 2,970	\$ 4.40	2/1	2/20	4/14	Yes	Travel Directory - National Parks Issue	Online kiosk for three months: 700 characters and photo/image	\$1,500	
Horizon Air Magazine	April	Hiking	1/3 pg 4C	Horizon Air Routes	500,000	\$ 2,340	\$ 4.68	2/4	2/20	4/1	Yes	Montana Section	9x rate - hotlink for three months	\$490	
Sunset	April	Hiking	1/6 pg 4C TD	Pacific Northwest	260,000	\$ 2,920	\$ 11.23	1/20	2/2	3/24	Yes	Pacific NW Travel Planner - Garden Issue	Sunset Getaways online placement for three months: image, text and hotlink	\$500	
Fly Rod and Reel	June (April)	Fishing	1/6 pg 4C	Full Circulation	50,000	\$ 1,168	\$ 23.36	1/15	2/1	4/1	No	Fly Fishing articles, destinations, tips	Comp distribution at specialty shows/fly shops	\$250	
Travel 50	Spring	Hiking	1/6 pg 4C Display	Full Circulation	115,000	\$ 1,535	\$ 13.35	12/22	12/28	3/6	Yes	NW Travel Guide/Ntl Parks/Vacation Planning Guide	Hotlink & one additional month of in-book reader service	\$500	
Natural History	March	Hiking	4" Travel Directory 4C	Full Circulation	250,000	\$ 900	\$ 3.60	12/22	1/5	2/19	Yes	Great Outdoors - Ad within Travel Directory	Free color for TD ad	\$300	
American Style	June	Culture	1/4 pg 4C	Full Circulation	52,500	\$ 1,250	\$ 23.81	2/13	2/20	4/7	No	American Crafts/ Top 25 Art Destinations			
Ceramics Monthly	April	Culture	1/6 pg 4C	Full Circulation	30,000	\$ 1,080	\$ 36.00	2/18	2/25	3/16	No	Summer Workshops Guide	Bonus distribution at National Art Educators Conference		
TOTALS					3,892,500	\$ 27,855	\$ 7.16						BONUS:		\$6,340
Budget \$27,500															

Client Approval

Date

\* Budget includes contract rates and/or negotiated discounts on behalf of client for placement commitment. Changes in schedule can result in changes to contract rates and result in short rate charges. Those charges will be billed back to client upon completion or termination of schedule.